

**Amendments to the Specification**

Please **replace** lines 3-11 on page 9 with the following **amended** paragraph:

By knowing the location of the user [[302]] 305, the content server 104 is able to determine the time zone in which the user is located, and therefore the local time of the user. In other embodiments, the location server may send the local time information with the location information of the mobile terminal. Alternatively, a mobile terminal 106 sends a local time stamp with a service request to the server 104, such that the server 104 may extract the temporal information of the user from the time stamp. Likewise, at step [[335]] 340, the subscriber database 112 identifies the mobile terminal 106 of the user by the mobile terminal ID, and forwards the selected personal profile back to the content server 104.